



Base prices of the Mercedes-Benz motor cars described in this brochure range from almost \$10,000 to more than \$30,000. That may surprise or even shock those who consider size and chrome a barometer of price.

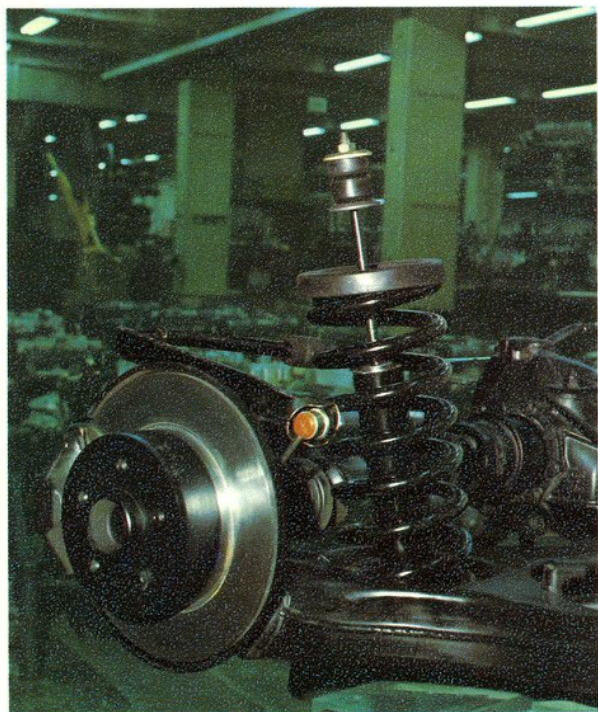
But Mercedes-Benz thinks a man who makes an investment of that magnitude is entitled to something more than a status symbol. That's why we insist on putting value where we think it belongs: at the heart of our machines.

You can't find a fully independent suspension system on any domestic sedan. And you won't notice it on any Mercedes-Benz – until you come upon a potholed back road or an unexpected curve.

Our four disc brakes nestle behind the wheels. Unobtrusive until you have to make a "panic" stop.

The Mercedes-Benz progressive-assist power steering has been termed "Unquestionably the most precise unit of its kind ever developed" by Car & Driver magazine. Yet it is not the sort of thing that draws admiring glances at the country club. But today, with so many cars designed to win admiration for their owners, Mercedes-Benz believes there is a place for one designed to win admiration from its owners.

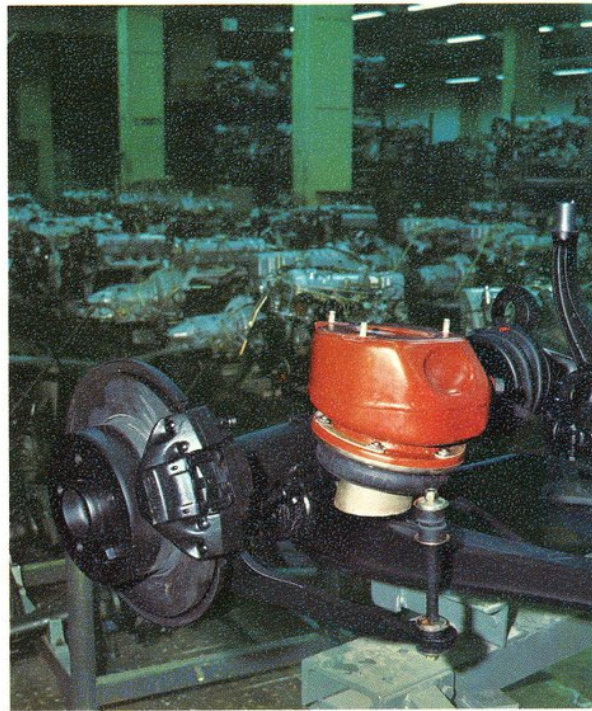
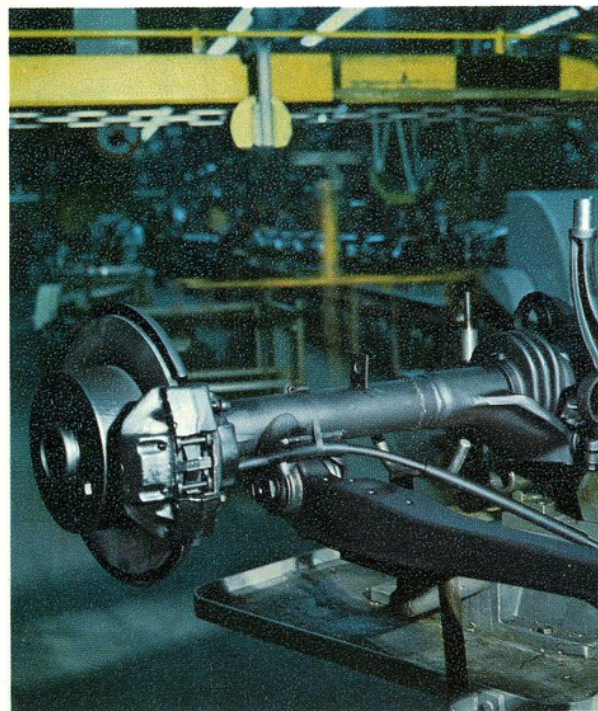
Quite a distinction.



Some Mercedes-Benz value exposed:

FAR LEFT:
Dual articulated rear axle assembly of the 350 SL includes four constant velocity joints and an anti-sway bar.

LEFT:
Four-wheel disc brakes, ventilated in front for extra cooling, are standard on all 280 and 300 series sedans and the 350 SL.



FAR LEFT:
The 280, 300 and 600 models are equipped with a patented Daimler-Benz low pivot rear axle and 11-inch disc brakes.

LEFT:
Cushions of air that soak up shock and automatically compensate for load are found at each wheel of the 300 SEL 4.5 and 600.

280 SE



*All luxury cars appear to be comfortable
during a short test drive.
Our 280 SE feels comfortable after an all-day drive.*



Most luxury cars are designed with a huge wheelbase, effortless power steering, pillow-soft suspension and even softer seats to isolate you from the road.

Rather impressive credentials in a once-around-the-block test drive at 25 miles an hour. Another story, however, on a trip.

The Mercedes-Benz 280 SE defines luxury in a completely different way.

It was designed to hold an unwavering course on a German Autobahn, where speeds of 120 miles per hour are not uncommon. To negotiate, with both speed and certainty, the steep switchbacks of an Alpine pass.

Designed to give you the luxury of control. Control that erases the tensions that build over long drives in a car whose responses are less sure.

The 280 SE is blessed with fully independent suspension. It holds the road, any road, without wallowing or wandering. It refuses to be unsettled by dips or bumps.

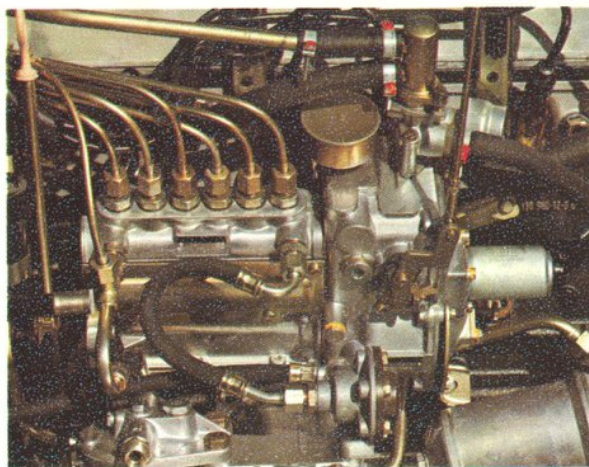
And through the curves you tend to stay upright, not flung from side to side by a plowing, tire-squealing suspension system. But road-holding alone isn't enough to satisfy our concept of luxury. So we designed the interior for extended stays, not merely showroom demonstrations.

Orthopedic surgeons contoured the seats to give you firm support. Seat springs have been tuned to eliminate those tiny vibrations that can contribute to fatigue. Even the steering system has a special shock absorber.

It all adds up to a very different, very satisfying concept of luxury.



Rear-seat luxury includes upholstery that "breathes," fold-down arm rest and generous headroom.



The "E" in 280 SE stands for Einspritz-system (German for fuel injection). It means a substantial increase in power with no sacrifice in economy.

280 SE/SEL 4.5



*A new high-performance touring sedan for those
who value technical innovation ahead of gadgetry.*



It seems the manufacturers of luxury automobiles consider optional equipment more important than the car itself. Any new device that further isolates the driver from driving is worth its weight in press releases.

To such standards, the Mercedes-Benz 280 SE 4.5 does not conform.

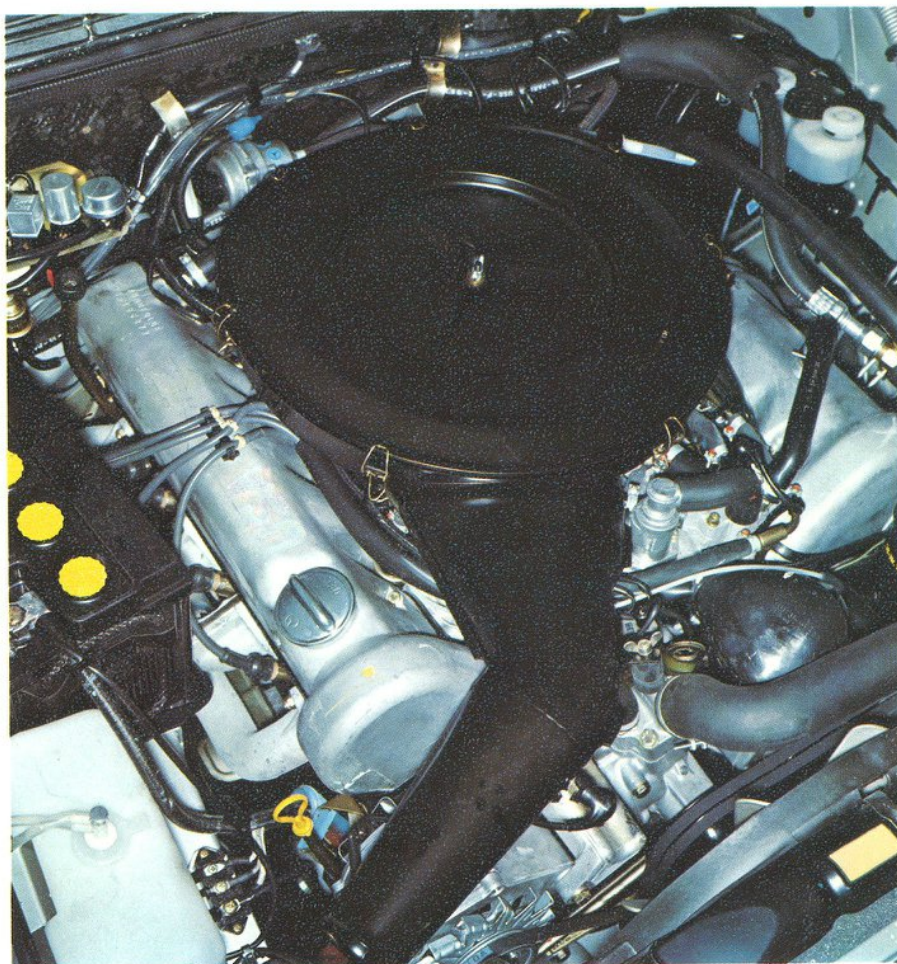
It has no vanity mirrors, no device to switch the headlights on automatically, and no remote control trunk release.

Instead, the 280 SE 4.5 is equipped with fully independent suspension, four-wheel power disc brakes and an overhead-cam V-8 engine. And, instead of carburetors, it has still another performance feature you can't find on any domestic sedan— *electronic fuel injection*.

An incredibly precise electronic computer measures manifold vacuum, engine speed and load, water and intake air temperatures. And then injects an exact amount of fuel for each cylinder.

As a result, the engine is almost immune to changes in outside air temperature or altitude. In tight corners, gravity can't "starve" it of fuel—because fuel injection is unaffected by even the most extreme cornering situations. And you get significantly more power with no sacrifice in economy.

To the man who demands something more than an automated living room, such performance innovations make driving something to do. Not something that must be done.



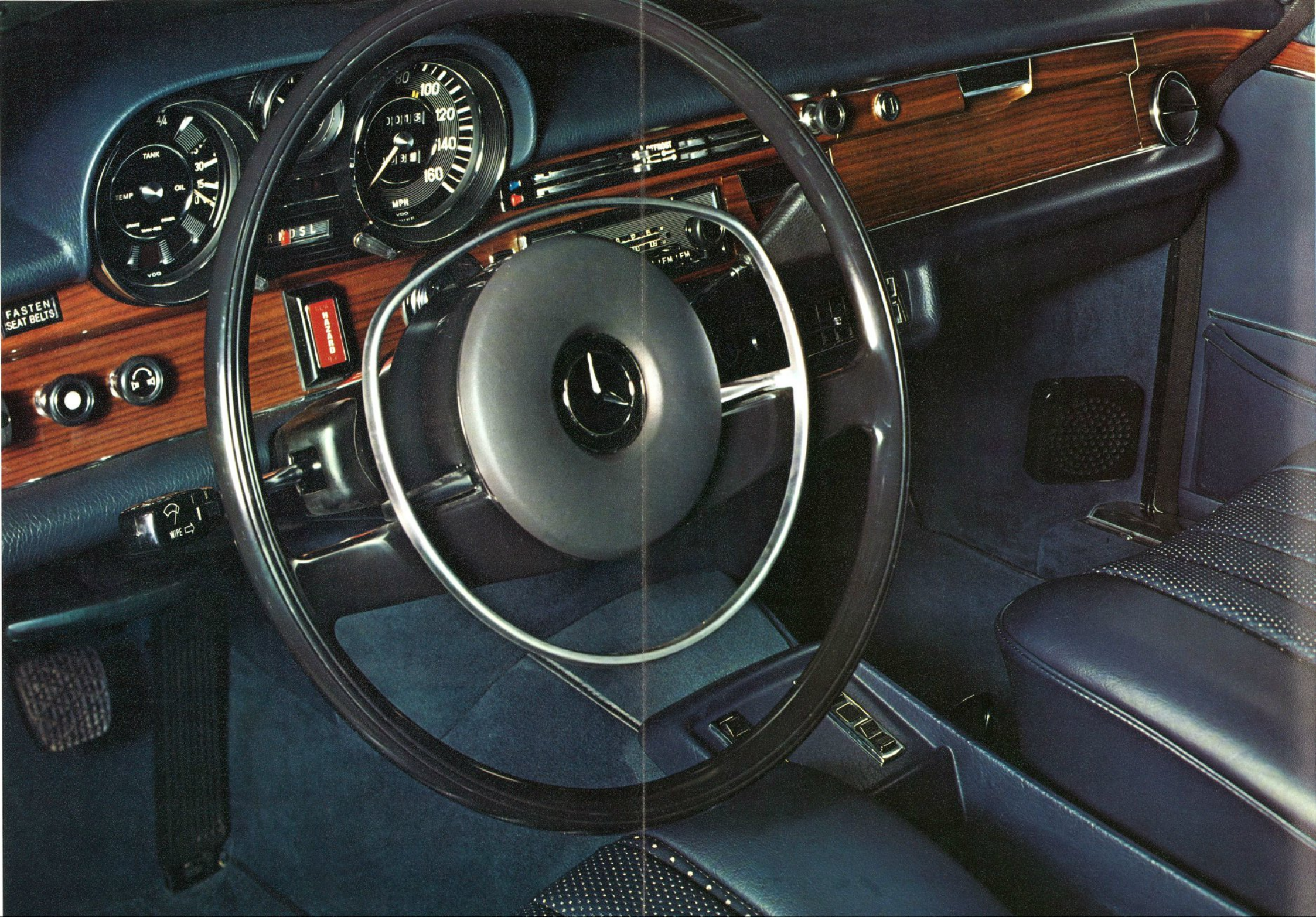
Instead of gadgets, overhead-camshafts, transistorized ignition and electronic fuel injection.

The SEL is the same unconventional car as the SE, except that it is four inches longer. Those four inches are invested in additional rear compartment legroom. Not squandered in overhang.

300 SEL 4.5



The limited edition Mercedes-Benz sedan, equipped with a 4.5 liter V-8, air suspension, and standard equipment that extends to reading lamps and a stereo radio.



FASTEN
SEAT BELTS

START

WIPER



FM FM



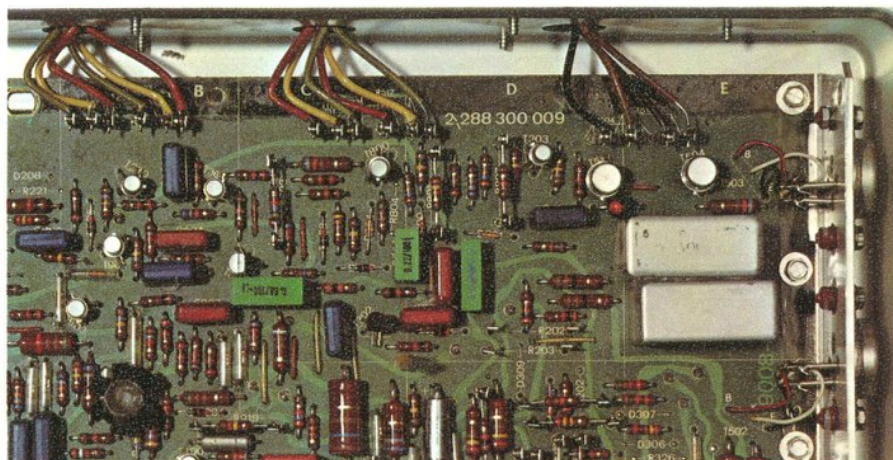
The 4.5 liter V-8 that powers the 300SEL 4.5 was engineered for effortless hour-after-hour high-speed cruising. Overhead-camshafts permit engine speeds up to 5,800 rpm. But at 60 miles per hour it's turning a leisurely 2,900 rpm.

Unlike any domestic sedan, the 4.5 employs fully independent suspension. A system that has led experts to compare our cornering prowess to that of the best handling sports cars on the road.

But the 300SEL 4.5 has still another innovation in its suspension. A cushion of air stationed at each wheel. These cushions act like bellows to soak up shock and vibration. In addition, this unique air suspension system automatically compensates for load. Add a trunkful of luggage and it returns to normal road clearance in seconds with a barely audible hiss.

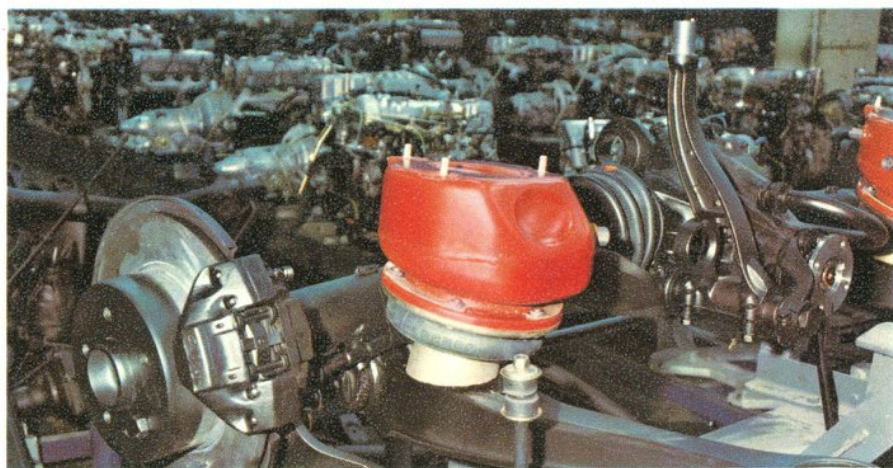
It may surprise some people to learn that the 4.5 is roomier inside than many domestic sedans. Even though it "sacrifices" about two feet in overall length to its rivals. A modest victory for those who seek comfort instead of status.

Every 300SEL 4.5 comes equipped with air conditioning, automatic transmission, power brakes and steering, tinted glass, leather upholstery, electric windows, whitewall tires, reading lamps, parcel nets and an AM-FM stereo receiver complete with automatic antenna. Not optional. Standard. Almost nothing for you to choose but one of our twenty-nine colors.



An electronic computer monitors such things as intake air temperature, altitude, engine speed and load, and injects the precise amount of fuel for each cylinder.

Cruising at 60 miles per hour, the 4.5 loafs along at 2,900 rpm—half the redline of 5,800.



Ordinary springs are replaced by cushions of air that instantly compensate for load.

350 SL



*A new sports touring car with innovations
in comfort and safety that may go
unmatched for the next decade.*



The 350 SL is the most advanced car for its time in Mercedes-Benz history. Its development has taken eight years. Much of that spent shaping its design to meet the complex requirements of the mid-seventies.

Motor Trend concludes that the 350 SL "has significance beyond its appeal as a desirable or prestigious two-seater touring car." That significance lies largely in its innovative approach to safety.

Structural members were designed with a new method of calculating stresses.

The fuel tank was located two feet from the rear bumper, then protected by bulkheads. Door handles were designed so a side impact can't release them.

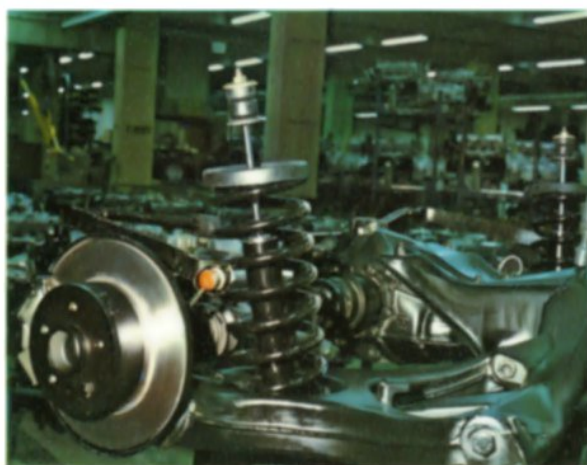
Untold hours were spent in the wind tunnel furthering our concept of safety.

The windshield pillars have special channels that keep the side windows clear by diverting water over the roof. Even rear lights are aerodynamically designed to help shed dirt and water, stay visible.

Equally innovative is the approach to creature comforts. The 350 SL has more forward leg room than even a Mercedes-Benz sedan. Lap and shoulder belts are anchored to the seat frames. So you can adjust the seats without re-adjusting the belts. The doors even include ductwork that routes warming or cooling air up the side windows.

Yet, for all its attention to comfort and safety, the 350 SL will rank among the world's most respected performers.

Four disc brakes (ventilated in front), fully independent suspension and an overhead-cam, fuel-injected V-8, are but examples of its impressive credentials.



The 350 SL comes with soft roadster top and traditional "pagoda" removable coupe roof. Interior refinements include a 4-spoke wheel with heavily padded boss.

Rear suspension features trailing arm design and a dual articulated axle.

600



The ultimate motor car.



Daimler-Benz management challenged their engineers to "Build the *most luxurious* automobile ever to grace a highway. But at the same time make it the *most roadworthy* limousine in the world." In short, the *ultimate* motor car.

So the engineers created an overhead-cam, fuel-injected V-8. A self-leveling air suspension system with shock absorbers that can be adjusted to road conditions *while the car is in motion*. An aircraft-type central hydraulic system was conceived to perform functions usually accomplished by slower electric motors.

For *pure* luxury, a separate fresh-air system was fashioned for front and rear. Reading lamps, footrests, curtains, arm and head rests, a seat that adjusts hydraulically, and a host of other items to pamper the passengers, were incorporated in the rear compartment.

To insure that the execution matches the concept, each 600 is crafted for fifty days. Then road-tested for 200 miles under every possible driving condition before it is deemed fit for presentation to the customer.

Did the engineers succeed in their assignment to create the "Ultimate Automobile?"

Stirling Moss drove a 600 around the Brands Hatch racing circuit with six passengers and came within five seconds of the sedan lap record.

Car & Driver magazine tested one of our early examples and concluded that the 600 was the "complete luxury car . . . Designed—not styled—to carry five adults in tastefully elegant, supremely comfortable splendor at speeds up to 128 mph, with handling, and stability, and brakes that should arouse envy in most sports cars—a noble purpose and one that Daimler-Benz has achieved with almost unqualified success."



The "ultimate" rear compartment can be fitted with amenities that include writing tables and television depending upon individual requirements. (The 600 is available in both 5 and 7 passenger versions.)

Standard Equipment

Front suspension

Unequal-length A-arms. Gas-pressurized, telescopic shock absorbers. Anti-sway bar. Coil springs. (Air suspension on 300 SEL 4.5 and 600.)

Rear suspension

280 SE, 280 SE 4.5, 280 SEL 4.5.
Independent, low pivot axle. Heavy duty thrust arms. Hydropneumatic load leveling compensator. Anti-sway bar. Gas-pressurized, telescopic shock absorbers. Coil springs.

350 SL— Independent, diagonal pivot axle. Four parallel constant-velocity joints. Diagonally pivoted control arms. Anti-sway bar. Gas-pressurized, telescopic shock absorbers. Coil springs.

300 SEL 4.5, 600 — Independent, low pivot axle. Heavy duty thrust arms. Anti-sway bar. Gas-pressurized, telescopic shock absorbers. Air suspension, including automatic load leveling.

Braking system

Disc brakes at all four wheels with vacuum-servo assist. Diameter, front—10.8", rear—11". Total swept area—421 square inches. Ventilated front discs. (600—Diameter, front—11.5", rear—11.6". Compressed air assist, ventilated front discs with twin calipers.)

Dual braking circuit with dual reservoir master cylinder. Parking brake with drums and shoes at each rear wheel.

Steering

Patented Daimler-Benz, recirculating-ball progressive-assist power steering. 3.0 turns lock to lock (600—3.33). Telescoping steering column, padded hub, energy absorbing steering wheel collar, steering system shock absorber located between tie-rod and sub-frame. Steering gearcase located *behind* front axle.

Tires

White-wall premium tires. Protective curb ridge on sidewall
(350 SL—radial ply tube-type).

Engines

280 SE—Six cylinders, overhead-camshaft, fuel injection, seven main bearings, positive valve rotators, transistorized ignition.

Displacement—169.5 cubic inches.
Maximum engine speed—6,500 rpm.

280 SE 4.5/280 SEL 4.5/300 SEL 4.5/350 SL—
Eight cylinders, overhead-camshafts, electronic fuel injection, five main bearings, positive valve rotators, transistorized ignition.

Displacement—275.8 cubic inches.
Maximum engine speed—5,800 rpm.

600—Eight cylinders, overhead-camshafts, fuel injection, five main bearings, positive valve rotators, transistorized ignition.

Displacement—386.3 cubic inches.
Maximum engine speed—4,800 rpm.

Transmissions

Three-speed Daimler-Benz automatic.
Roller bearing mounting of all shafts and gears. Hydraulic lock-out of park and reverse at speeds in excess of 10 mph. (280 SE and 600—four-speed Daimler-Benz automatic.)

Body

Unitized construction, welded at 8,000 points. Panels fitted to a tolerance of $\pm$ one millimeter.

Interior

Seats—Anatomically designed, hand-tied coil springs, constructed with rubberized natural fiber padding. Bucket front seats with infinitely variable backrests.

Standard Equipment

Instruments—Speedometer/Odometer with trip mileage counter, oil pressure gauge, fuel gauge, temperature gauge, clock, warning lights for parking brake, fuel, brake fluid, high beams, battery discharge. (350 SL, 600 — tachometer.)

Air Conditioning/Ventilating/Heating Systems—Intake located in dust-free zone at base of windshield. Stale air extracted through vent at base of rear window and trailing edge of rear side windows. Fresh/heated air distributed by blower to windshield, side windows, front floor, rear floor. Individual dashboard temperature controls for driver and front seat passenger. Conditioned air distributed by adjustable louvers in dashboard.

Appointments—Central locking system, safety door locks with "childproof" locks on rear doors of sedans. Convenience tray between front seats. Map pockets in front doors. Padded arm rests on each door. Central rear seat arm rest. Ashtray, glove compartment, trunk and heater control lights. Front and rear dome lights. AM-FM receiver. Tinted glass all around with electrically heated rear window.

Optional Equipment

The Mercedes-Benz motor cars described in this brochure include a list of standard equipment rivaled by few automobiles in the world.

Equipment that extends from power disc brakes and power steering to tinted glass, air conditioning, and an AM-FM radio. Even a central locking system on sedan models.

For individual requirements, additional equipment is available. Some of these amenities include:

Leather upholstery

(standard on 300 SEL 4.5, 600)

Two-tone horns

Parcel nets (standard on 600-5 passenger, 300 SEL, 280 SEL 4.5)

Stereo receiver with four wide range speakers (350 SL two speakers)

Automatic antenna (standard on 600, 300 SEL 4.5)

Matched, fitted luggage

Electrically operated sun roof

(on 600 hydraulically operated — standard)

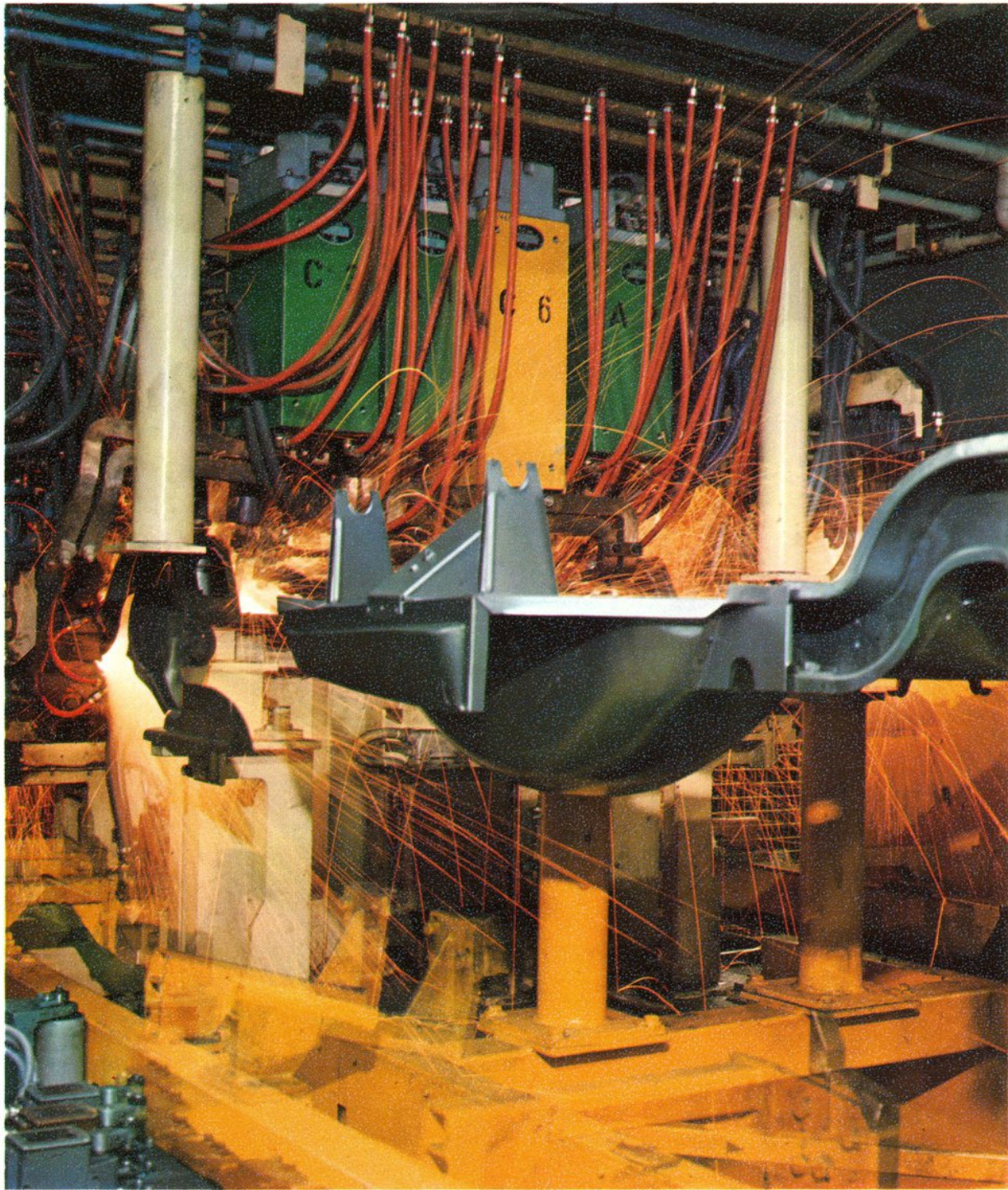
Front bucket seat with orthopedic adjustment

Ski-rack.



Not only does Mercedes-Benz provide optional luggage, it is matched and fitted to each model.

*Rattles are thwarted
on the assembly line
with 8,000 or more welds.*





*Examine the seats
in a Mercedes-Benz that
has gone 50,000 miles
or so. You'll appreciate
why we tie each spring,
and tailor each piece of
material by hand.*

The illustrations on these pages are among those in an additional brochure providing detailed information of the workmanship, creature comforts, safety features and performance characteristics common to all Mercedes-Benz motor cars. Please ask for a copy.

Technical Specifications

Engine, Suspension, Tires and Brakes

Mercedes-Benz	280 SE	280 SE 4.5	280 SEL 4.5	350 SL	300 SEL 4.5	600
Engine Type*	6 cylinders fuel injection overhead camshaft 7 main bearings	V type 8 cylinders fuel injection overhead camshaft 5 main bearings	V type 8 cylinders fuel injection overhead camshaft 5 main bearings	V type 8 cylinders fuel injection overhead camshaft 5 main bearings	V type 8 cylinders fuel injection overhead camshaft 5 main bearings	V type 8 cylinders fuel injection overhead camshaft 5 main bearings
Bore/Stroke (in.)	3.41/3.10	3.62/3.35	3.62/3.35	3.62/3.35	3.62/3.35	4.06/3.74
Displacement (in.)	169.5	275.8	275.8	275.8	275.8	386.3
Maximum Engine Speed (RPM)	6500	5800	5800	5800	5800	4800
Rear Axle Ratio	3.92	3.23	3.23	3.07	3.23	3.23
Suspension Front	Unequal-length A-arms coil springs telescopic shock absorbers anti-sway bar	Unequal-length A-arms coil springs telescopic shock absorbers anti-sway bar	Unequal-length A-arms coil springs telescopic shock absorbers anti-sway bar	Unequal-length A-arms coil springs telescopic shock absorbers anti-sway bar	Unequal-length A-arms coil springs telescopic shock absorbers air suspension	Unequal-length A-arms coil springs telescopic shock absorbers air suspension
Suspension Rear	Low-pivot swing axle, coil springs telescopic shock absorbers	Low-pivot swing axle, coil springs telescopic shock absorbers	Low-pivot swing axle, coil springs telescopic shock absorbers	Diagonal-pivot swing axle, coil springs, telescopic shock absorbers anti-sway bar	Low-pivot swing axle, adjustable telescopic shock absorbers air suspension	Low-pivot swing axle, adjustable telescopic shock absorbers air suspension
Tires and Wheels	7.35H-14, 6 ply rated, tubeless on 6 J rims	7.35V-14, 6 ply rated, tubeless on 6 J rims	7.35V-14, 6 ply rated, tubeless on 6 J rims	205/70VR-14 6 PR, tube type on 6.5 J rims	7.35V-14, 6 ply rated, tubeless on 6 J rims	9.00H-15, 6 ply tubeless type on 6.5 K rims
Braking System	4-wheel disc brakes, tandem master cylinders and vacuum-servo power assist front disc ventilated	4-wheel disc brakes, tandem master cylinders and vacuum-servo power assist front disc ventilated	4-wheel disc brakes, tandem master cylinders and vacuum-servo power assist front disc ventilated	4-wheel disc brakes, tandem master cylinders and vacuum-servo power assist front disc ventilated	4-wheel disc brakes, tandem master cylinders and vacuum-servo power assist front disc ventilated	4-wheel ventilated disc brakes tandem master cylinders and air-pressure power assist, dual brake calipers front

* Note: All 1972 Model Year Gasoline Engines have a compression ratio of 8.0 : 1, use regular type fuel - low lead or no lead

Mercedes-Benz



Technical Specifications

Body and Chassis

Mercedes-Benz	280 SE	280 SE 4.5	280 SEL 4.5	350 SL	300 SEL 4.5	600
Vehicle Type	5 Passenger Sedan	5 Passenger Sedan	5 Passenger Sedan	2 Passenger Sports Car	5 Passenger Sedan	5 Passenger 7 Passenger Sedan
Wheelbase (in.)	108.3	108.3	112.2	96.9	112.2	126.0 153.5
Track Front/Rear (in.)	58.3/58.5	58.3/58.5	58.3/58.5	57.2/56.7	58.3/58.5	62.5/62.2
Overall Length (in.)	193.0	193.0	196.9	172.1	196.8	218.1 245.6
Ground Clearance (in.)	6.6	6.6	6.6	5.4	6.6 adjustable	6.5 adjustable
Curb Weight (lbs.)	3527	3690	3766	3754	3877	5734 6126
Fuel Tank Capacity (gals.)	21.7	21.7	21.7	23.8	21.7	29.6
Battery Capacity (AMP/HRS/volts)	66/12	88/12	88/12	88/12	88/12	88/12
Steering Wheel Turns Lock to Lock Power Steering	3.0	3.0	3.0	3.0	3.0	3.33
Turning Circle (ft.)	38.6	38.6	39.8	33.9	39.8	41.7 49.2

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